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# P O. TATE NURSERY

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ETOILE DE HOLLANDE

Fall 1954—RETAIL PRICE LIST—Spring 1955

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# PATENTED

## All American Rose Selections

CHARLES MALLERIN—Plant patent 933—Deep rich blackish red. Very fragrant. Well shaped from bud to open. Hardy bush.

Price \$2.50 Each.

HAPPINESS—Plant Patent 911—Brilliant red, fine form on strong stems. Good cut flower.

Price \$2.50 Each.

SUSAN LOTTHE—Plant Patent 934—Pearl pink with peach center. Fragrant, abundant bloom.

Price \$2.50 Each

SYMPHONIE, Plant Patent 958—Carmine pink, large, fragrant, heavily veined petals. Upright well shaped plants.

Price \$2.50 Each.

CLG. PEACE, Plant Patent 932—Large beautiful blooms like the bush should make this a popular climber.

Price \$2.50 Each.

CLG. HIGH NOON, Plant Patent 704—Beautiful clear canary yellow, buds of medium size. Perhaps the best bloomer of everblooming climbers.

Price \$2.50 Each.

PEACE—Plant Patent 591—The most distinctive rose introduction in many years. The buds of fresh bright yellow edged with carmine open to large double blooms of clear yellow, edged with pink.

Price \$2.50 Each.

CHARLOTTE ARMSTRONG—Plant Patent 455—Beautiful dark pink bud with orange base, extra large and long pointed opening to large semi-double flower.

Price \$2.25 Each.

DEBONAIR—Plant Patent 677—Beautiful canary yellow bloom, with high center bud opening to large flowers. Plants are good for a yellow.

Price \$1.75 Each.

FORTY-NINER—Plant Patent 792—One of the most brilliant of all bicolor roses. It is a clear vivid red with pure gold on the reverse petals.

Price \$2.50 Each.

BUCCANEER—Plant Patent 1119. Bright yellow flowers on tall growing plant.

Price \$2.75 Each.

HELEN TRAUBEL—Plant Patent 1028—Flowers varying in color from peach to apricot. Hardy bush.

Price \$2.75 Each.

CLG. FORTY-NINER—Plant Patent 1094. One of the most brilliant of bicolor roses. It is a clear vivid red with pure gold on the reverse petals.

Price \$2.75 Each.

CLG. FLORADORA—Plant Patent 1054. Bright orange flowers around 2½ inches across. Semi double.

Price \$2.00 Each.

LOWELL THOMAS—Plant Patent 595—Yellow. The 25 petaled blooms open from beautiful buds and have high cupped centers. Slight tea fragrance, lasting color.

Price \$2.00 Each.

SUTTER'S GOLD—Plant Patent 885—Yellow, shaded copper and orange. 1950 All-American Rose.

Price \$2.25 Each.

MIRANDY—Plant Patent 632—Extra large pointed bud, opening to large flower of dark red with lots of fragrance. Upright growing plant.

Price \$2.25 Each.

NOCTURNE—Plant Patent 713—Long well-shaped bud of bright red, opening to large semi-double flowers. Plants grow upright and are hardy.

Price \$2.00 Each.

HORACE McFARLAND—Plant Patent 730—Deep apricot buds opening to coral pink. Bush low upright plant.

Price \$2.00 Each.

PRESIDENT EISENHOWER—Plant Patent 1217—35 to 40 beautifully curved petals of medium red. Plant is upright and free flowering.

Price \$2.50 Each

CONFIDENCE—Plant Patent 1192—Multi-color of pink, white and yellow. Plant grows like Peace as it is a seedling of Peace crossed with Michelle Meilland.

Price \$2.00 Each.

LAJOLLA—Plant Patent 1103—Petal tips lilac pink varying to cream and gold. Plant growth bushy and upright.

Price \$3.00 Each.

MIAMI—Plant Patent 977—Buds of orange opening to coppery yellow petals with a satiny sheen. Very beautiful. Plant of medium growth.

Price \$2.00 Each.

MOJAVE—Plant Patent 1176—Glowing scarlet orange like a desert sunset. This rose rated high by founders and we believe it will be extra popular.

Price \$2.75 Each.

ROUNDELAY—Plant Patent 1280—A bright red in the Grandiflora class. This cross between hybrid tea and floribunda has the good points of both.

Price \$3.00 Each.

REDCAP—Plant Patent applied for—Very attractive red wavy petaled flowers. Plant grows upright 2 to 3 feet in height and compact.

Price \$2.50 Each.

PINKIE—Plant Patent 712—Clusters of slender little pink buds and perfect form. Plant growth 15 inches.

Price \$1.75 Each.

CLG. CHARLOTTE ARMSTRONG—Plant Patent 523—Beautiful dark pink flowers like the bush.

Price \$3.00 Each.

The above roses grew well in our fields this season and had beautiful blooms. All are good strong two-year plants.

All prices on this folder are postpaid on orders of \$3.00 or more. If order is less than \$3.00, add 35c postage.



We offer all grades of two year rose bushes for sale. These plants are graded by American Associated Nurseryman standard grading. I don't think you can get better roses than my No. 1 quality, and I don't think you will get a better bargain than the other grades at prices asked.

—P.O.TATE.

### PRICE ON NON-PATENTED ROSE BUSHES

|                               |                  |
|-------------------------------|------------------|
| No. 1 Plants, 75c Each .....  | \$8.50 per Dozen |
| No. 1½ Plants, 60c Each ..... | \$6.50 per Dozen |
| No. 2 Plants, 50c Each .....  | \$5.00 per Dozen |

Two Free Plants, our choice, with 2 dozen order.

Write for price on large orders.

Postpaid on orders of \$3.00 or more. If order amounts to less than \$3.00 add 35c postage.

TERMS CASH:—Send Check or P. O. Money Order.

No C. O. D. Shipments, Please.

### 2-YEAR EVERBLOOMING HYBRID TEA ROSES

AMERICAN BEAUTY — Large double light red.

AMI QUINARD—Long pointed blackish red buds. Best of so called black roses.

BETTER TIMES—Beautiful red with well shaped buds on stiff stems. Fine for cut flowers.

BRIARCLIFF—Brilliant rose pink, well shaped buds on stiff stems.

CALEDONIA--Snow white with long pointed bud.

CHARLES K. DOUGLAS—A blazing cherry red, long pointed bud, opening to large cup shaped flowers.

COLUMBIA—Lovely rose pink, almost thornless stems.

CONDESSA de SASTAGO—Attractive two-tone with yellow outside and rich orange inside of petals.

COUNTESS VANDAL — Perhaps best and most beautiful salmon pink shaded with copper and gold. Nice upright plant.

CRIMSON GLORY — Well shaped deep crimson flowers on bushy growing plants.

DAINTY BESS—A light pink. The most popular single-petaled rose.

ECLIPSE—Long stream-line buds of a beautiful yellow opening to large semi double flowers with good stems on upright plant.

EDITH NELLIE PERKINS—Light orange and salmon pink, pointed buds that open to semi-double flowers. Hardest of the two-tone roses.

EDITOR McFARLAND—Deep rose pink, well shaped buds that open to large beautiful roses. Almost as hardy as Radiance.

ETOILE de HOLLANDE—Dark red, well-shaped buds opening to large, semi-double beautiful red flower. The hardy and disease resistance foliage makes this the best of dark red roses.

E. G. HILL—Large double flower of dark red.

FRANCIS SCOTT KEY—Rose red, very large and double flowers.

FRAU KARL DRUSCHKI—Large white, known as white American Beauty. Hardy.

GOLDEN CHARM—A pure yellow Talisman with growth and flowers like Talisman. We believe this the best canary yellow we have tried.

GOLDEN DAWN—An orange tipped yellow bud opening to large sunflower yellow rose.

HINRICH WENDLAND — Large double, light orange. Best of its color.

K. A. VICTORIA—Very double ivory white. Lots of fragrance.

KONIGIN LUISE — Large, very double, well shaped snow white rose. A hardy white rose.

LADY HILLINGDON--Pointed buds apricot yellow.

LUXEMBOURG—Long pointed bud of orange yellow, flushed pink.

McGREDY'S SCARLET — Hardy light red, long pointed buds, opening to semi-double flowers.

McGREDY'S YELLOW—A popular yellow. Medium size blooms.

MRS. CHARLES BELL—A shell pink Radiance. Best of its color.

MRS. PIERRE S. DuPont—A nice deep yellow rose; low grower.

NIGHT—Dark velvet red flowers on upright growing plant.

PRES. H. HOOVER—Long pointed, well-shaped bud of orange and yellowish pink.

PINK RADIANCE—Beautiful rose pink. Hardest and most popular of pink roses.

PINK ETOILE de HOLLANDE—A sport of the famous red Hollande, but color a little darker than Pink Radiance.

POINSETTIA—Large well shaped red buds on strong upright growing plants.

RED RADIANCE— Beautiful rose red. Hardest and most popular of red roses in the South.

RED TALISMAN—A bright blood-red on an upright plant like regular Talisman.

ROUGE MALLERIN—Beautiful well shaped dark red rose.

SOUER THERESE—Long yellow bud, orange tinted, opening to yellow flowers. Hardy for a yellow.

TALISMAN—Brilliant orange yellow and gold. Flowers are borne on upright growing plants.

THE DOCTOR — Large petaled blooms of silvery pink, blooms on spreading type plant.

YELLOW CONDESSA— Fragrant yellow rose. Makes nice bud.

These hybrid tea roses are classed as everblooming roses. They have bloomed freely in our field in 1954.

These varieties were selected for beauty and hardiness from many varieties we have been watching the past few years.



## FLORIBUNDA AND BABY ROSES

CECIL BRUNNER—Often called the Sweetheart Rose. Perfect little buds in light pink. Good for corsages.

CHATELON—Clusters of bright pink flowers. A free bloomer.

EBLOUSSANT—Clusters of bright red. Makes attractive borders.

GOLDEN SALMON—Beautiful orange colored flowers on this popular border type baby rose.

FLORADORA—Bright orange red flowers around 2½ inches across. Semi-double. Very popular.

IDEAL—Perhaps the most popular dark red baby rose.

KATHERINE ZEIMET—Clusters of small snow white flowers on almost thornless bush.

LAFAYETTE—Clusters of red 3-inch flowers. Hardy grower.

TIP-TOP—Perfect shaped little buds of orange pink makes this a good one for corsages.

RED RIPPLES—Bright red floribunda.

MRS. R. M. FINCH—Clusters of light pink flowers about the size of half-dollar. Floribunda.

All roses listed above are two-year-old field-grown plants. All are classed as monthly or everblooming roses, and have bloomed freely in our field the past season.

## CLIMBING ROSES

CECIL BRUNNER—A sport of the bush Cecil Brunner with same perfect shaped flowers.

BLAZE—Sport of Pauls Scarlet and also blooms in spring and fall.

ETOILE de HOLLANDE—Same beautiful red flowers like the bush Hollande.

MARSHALL NEIL—An old favorite yellow climber.

PAULS SCARLET—A solid mass of crimson scarlet blooms in the spring. America's most popular climber.

RED RADIANCE—Blooms are like those on bush Red Radiance.

PINK RADIANCE—Blooms are like those on bush Pink Radiance.

TALISMAN—Blooms are like those on bush Talisman and perhaps the most used climber besides Pauls Scarlet.

GOLDEN CHARM—Sport of the bush Golden Charm and perhaps the best and most beautiful yellow climber.

K. A. VICTORIA—Blooms like bush. An old favorite. Best of white climbers.

PRES. H. HOOVER—Sport of bush Hoover with similar blooms.

CLG. CALEDONIA—Blooms are like those on bush Caledonia.

CLG. MRS. PIERRE S. DuPont—Blooms are like those on bush DuPont.

NO. 1. CLIMBERS 90c Each. \$10.00 Per Dozen.

All climbers on this list except Pauls Scarlet are classed as everblooming climbers, but conditions must be favorable for them to bloom much after the spring blooms are gone.

# Rose Planting Instructions

Approved by Texas Rose Research Foundation, Inc., for information of rose growers everywhere. January, 1948.

**LOCATION FOR PLANTING:** Select a place where there is sun at least half the day, not under trees or next to hedges.

**TIME OF PLANTING:** Plant during the winter months unless the ground is frozen. Late fall or early spring planting is preferred in cold climates.

## PREPARATION OF BEDS:

1. Remove grass, weeds or other plants for a width of 4 feet if a single row is to be planted; 6 feet wide if 2 rows; 8 feet wide if for 3 rows. For convenience in caring for plants and cutting of blooms, it is best to have not more than 3 rows together. For further planting, allow a walkway of about 5 feet to the next row or series of rows.
2. Dig trench 12 to 15 inches deep and 2 feet wide for each row.
3. Place 3 to 5 inches of rotted manure (cattle preferred) in the bottom of the trench.
4. Add 2 or 3 inches of soil on top of the manure or enough so the lowest branches and union with the understock will be just above the soil level when the planting is complete.

**CARE OF BUSHES ON ARRIVAL:** Unpack and soak the roots in water for about an hour. If bushes cannot be planted immediately, dig a trench and bury roots-down in soil except for top inch or two of the canes. Pack soil by tamping and wet down if soil is dry. Plant bushes as soon as possible.

## SETTING OUT THE BUSHES:

1. Soak the roots in water for about an hour.
2. Trim the roots to not more than 12 inches long.
3. Prune the tops back to 6 to 8 inches from the union.
4. Bushes may be spaced as close as 18 inches apart in a row.
5. Place a mound of soil under the base of each bush so the roots slant downward into the trench. Cover the roots with soil and pack slightly by tamping or tramping. Water if the soil is dry.
6. Mound the soil over the union and around the branches for the winter, but rake the mound away just before new growth starts.

**PRUNING ESTABLISHED BUSHES:** General pruning should be done in late winter or just before the buds start swelling. Prune out all dead wood, but remove only enough top growth to keep the bushes in size and shape. The less pruning of healthy plants, the more flowers there will be. Make the pruning cuts close to joints or just above buds. (This is superior to using paints or pastes over wounds). The climbers which bloom just in the spring should be pruned only right after the bloom period.

**FERTILIZING:** Apply in the spring about the time growth starts and repeat every 6 to 8 weeks as the growth requires. Late summer and fall applications



are not advised. Well rotted cattle manure is still one of the best fertilizers for roses. Apply about 1 or 2 inches deep around each bush but not touching the crown or canes. Commercial fertilizers are satisfactory and may be easier to get and apply. Complete fertilizers such as 4:12:4, 5:10:5, or similar mixtures should be used at the rate of 1 or 2 pounds per 100 square feet of bed space (approximately 1 pound for 20 bushes application.)

**WINTER PROTECTION:** Where freeze damage is anticipated, cover the crowns and canes by mounding with up to 8 to 10 inches of soil, but remove as soon as growth starts in spring.

**EXTRA PRECAUTIONS:**

1. Plant so the finished bed will be high if the soil is not well drained, or level with the surrounding area otherwise.
2. Plant shallow enough so the soil is just at the base of the union (or crown) and does not touch the branches during the growing season.
3. Use a fungicide (sulphur-copper rose dust is preferred) lightly on the leaves each week or within 24 hours after each rain during the spring and fall. Do not use the sulphur-copper dust fungicide during hot weather unless within 24 hours after rains. Ten pounds of the dust fungicide will take care of about 50 bushes for one season.
4. An insecticide, lead, arsenate dust or spray, is recommended for control of **chewing insects**. DDT is best for some. Benzene hexachloride (BHC) is good against sucking insects such as aphids but has objectionable odor. Nicotine sulphate, pyrethrum, and rotenone also are good insecticides.
5. Avoid sprays containing oils which might injure foliage or canes.
6. Avoid wetting the foliage when watering, particularly if the black spot disease is present. Lay hose on ground and soak.
7. Cut blooms only with short stems until the bushes are good size. Snap off old blooms to help the plants as well as improve the appearance. Usually when cutting flowers it is best to leave 2 or 3 leaves of each flower stem on the bush, making each cut close as possible above a leaf joint (axil). Do not leave stubs after any cutting or pruning.
8. Cultivate shallow or just enough to kill weeds and grass.

—By DR. E. W. LYLE, Plant Pathologist.

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**NOTICE**—Our roses are grown by the latest scientific method and are government inspected. We guarantee them to reach you in good condition, so with reasonable care, we believe you will be rewarded with many beautiful flowers.

**28 YEARS OF ROSE EXPERIENCE**

Member of Texas Rose Research Foundation.

Member of Texas Rose Growers Association.